

BACHELOR OF SCIENCE (HOSPITALITY & HOTEL ADMINISTRATION) (CBCS-2018 COURSE)
B.Sc. (H. & H.A.) Sem-I : SUMMER : 2025
SUBJECT: BUSINESS COMMUNICATION

Day : Thursday
Date : 12/06/2025

S-20376-2025

Time : 10:00 AM-12:30 PM
Max. Marks : 60

N.B.:

- 1) ALL QUESTIONS are compulsory
- 2) Answer to BOTH the sections to be written in the same answer booklet.

SECTION - I

Q.1) Fill in the blanks: (1 Marks X 6 = 06)

- a) A _____ connects the sender and the receiver.
- b) The person who transmits the message is called as _____.
- c) Most of use _____ and _____ in addition to words when we speak.
- d) _____ means communication without words.
- e) Informal meeting mark the _____ of the problem

Q.2) Attempt ANY TWO of the following (6 Marks X 2 = 12)

- a) 'Selective Attention' and 'Lack of Feed Back' are two of the Barriers in Communication. Explain these barriers using relevant examples of Hospitality Industry.
- b) Explain any Eight difference between Horizontal and Vertical communication?
- c) Write a Paragraph of 100 words on ANY ONE the following topic:
 - i) My Family
 - ii) My Aim in Life.

Q.3) Attempt ANY TWO of the following (6 Marks X 2 = 12)

- a) **What do you mean by formal communication?**
- b) **Explain any four barriers of communication.**
- c) Design an advertisement for the positions of General Manager, Executive chef and food and Beverage Manager to be published in the daily newspaper.

SECTION - II

Q.4) Fill in the Blanks: (1 Marks X 6 = 06)

- a) Communication is an _____ exchange process.
- b) Effective communication is that when the sender gets the _____ results.
- c) Oral Communication provides opportunity of immediate _____.
- d) Written Communication helps in _____ the message.
- e) It is appropriate when the information is _____.
- f) _____ is the purpose of communication.

Q.5) Attempt ANY TWO of the following (6 Marks X 2 = 12)

- a) Draft a notice to all employees of your organization to assemble for the 'Send Off' party of the chef who got transferred to Delhi. Give all essentials to be put in the notice. Assuming suitable information
- b) You are Avinash as the Secretary of Students' Forum you want to start a Wall Magazine for the students of the college. Write a notice inviting articles, stories, poems and campus news for the Wall Magazine
- c) What Telephone Etiquettes must be followed in the Hospitality Industry?

Q.6) Attempt ANY TWO of the following (6 Marks X 2 = 12)

- a) You visited an exhibition recently where the latest kitchen equipment were displayed. Draft a letter of enquiry of any five equipment's you require for your kitchen.
- b) What is the importance of Business Communication?
- c) You are the Secretary of the English Literary Association of Bharati Vidyapeeth, Pune. Write out a notice for noticeboard, inviting names of those who would like to participate in the proposed inter-class debate, and elocution contest.
